

**Creativity:** the ability to allow one's mind to be open to new ideas and ways of working.

Creativity is the ability to allow one's mind to be open to new ideas and ways of doing things, not just in our daily lives, but also in our careers and businesses. Be open to allowing that child-like wonder with the world in to all that you do.

At Vitrak Creative Services, our mission is: "Helping you harness the creative power of your mind to maximize your message on the web." According to clients, they do business with me because I invest the time to understand them and their business prior to beginning the design process. Whether working on a website launch or re-design or a newsletter, blog, or other publication (e-book, e-pub, book) starting with a clear vision and concept makes a world of difference in the finished product and its success. I partner with clients to creatively craft their ideas into relevant, powerful messages they can share with the world.

As a professional web designer and publication coach, most of my clients engage me after a one-on-one conversation or referral. What I provide is very much a personal service. Therefore, networking is an important part of attracting new clients. It has allowed me to meet some amazing people, some of whom have become clients. As well, networking has connected me with people who have become supporters, cheerleaders and sometimes, friends. Social media has become an important part of networking as it allows you to keep your message and ideas in the spotlight. It also allows you to connect with like-minded people. By building a connection and a relationship, people are more likely to work with you or to refer you to someone who may require your services.

Finally, how you present yourself both in person and online significantly impacts your business. Whether it is how you dress; the design of your business cards, website, newsletter or blog; or how you speak and appear on social media – presentation matters! Putting forth a polished, professional image helps people see you as credible and a valuable resource – someone with whom they want to work. Your image should be congruent with your message and your business. Each medium should be in harmony to present the world with your message – on key, impactful and insightful.

If you want to build your website or revitalize what you now have – you need a Web Diva. If you want help with your publications – you need a Publication Coach. Contact us to find out how we can work together to move your ideas from your mind to reality.

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Tracy Grabowski Photography

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